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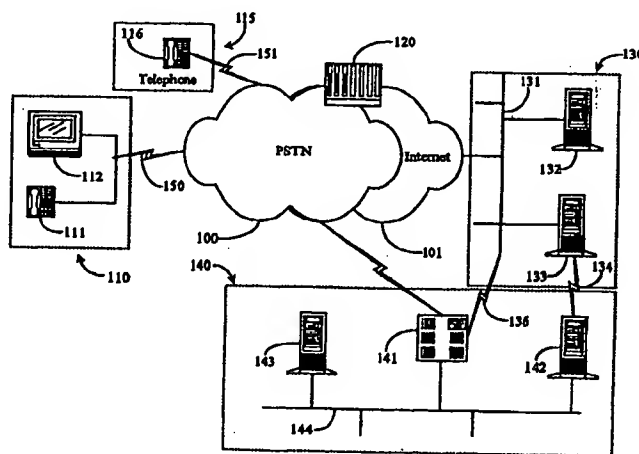
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(54) Title: METHOD AND APPARATUS FOR AUTOMATIC NETWORK CONNECTION BETWEEN A SMALL BUSINESS AND A CLIENT



## (57) Abstract

An Internet system for providing call-back services for a subscriber includes a web page having a call-back link to a subscription server; a call-back application operating on the subscription server and adapted for accepting input from a browsing person linked to the subscription server by the call-back link; and a call-switching system connected to and responsive to the call-back application on the subscription server. In this system the browsing person, upon activating the call-back link, is linked to the call-back application on the subscription server and prompted for input including a call-back number, and the subscription server, after accepting the input, directs the call-switching system in establishing a telephony link between the subscriber and the browsing person. In some instances the telephony switch is part of a call-center with connected agents, and agents are assigned to represent selected subscribers. In this instance call-back connection is made between a browsing person and an agent. In some embodiments connections can be made either by conventional telephony links or by Internet telephone. In some instances as well provision is made for delivery of a full range of multi-media services from a subscriber to a browsing person.